<u>WHAT IS CLAIMED IS</u>:

1.   A computer-based method for electronic communication of extended data attributes from machine-to-machine between consumer goods trading partners comprising:

    a)   establishing a connection from a retailer's computer device to a software application program for defining extended data attributes;

    b)   inputting user-defined extended data attributes for communication to trading partners; and

    c)   outputting said extended data attributes as an XML-message to the desired supply side trading partner.

2.   The method of claim 1 wherein said extended data attributes belong to product items.

3.   The method of claim 1 wherein said extended data attributes belong to pricing of product items.

4.   The method of claim 1 wherein said extended data attributes belong to trade promotions.

5.   The method of claim 1 wherein database tables are established for definition of user-defined extended data attributes.

6.   The method of claim 1 wherein said extended data attributes are input by authorized trading partner users as based on pre-determined security measures.

7.   The method of claim 1 wherein said connection is established to the Internet.

8.   The method of claim 1 wherein said input of extended data attributes is provided through a graphical user interface or browser.

9.   The method of claim 1 wherein said output is an XML-based message sent through the Internet to the specified trading partner.

10. The method of claim 1 wherein said output is provided on a graphical user Interface of the specified trading partner.

11. The method of claim 1 wherein said extended data attributes are integrated to the trading partners' respective ERP/legacy system.

12.   A system for electronic-based, machine-to-machine communication of standardized transactions from one consumer goods trading partner to another wherein user-defined non-standardized extended data elements from the program application are transmitted as a matched set of machine-to-machine data to the basic data message.

13. The system of claim 12 wherein said transactions include non-standardized extended data elements specific to one or a plurality of retail trading partners.

14. A system of claim 12 wherein the non-standardized extended data belongs to transactions for product items.

15. A system of claim 12 wherein the non-standardized extended data belongs to transactions for item pricing.

16. A system of claim 12 wherein the non-standardized extended data belongs to transactions for item promotions.

17. The system of claim 12 wherein said communicated non-standardized transactions are XML-based messages.

18. The system of claim 12 wherein said transmittal is communicated through the Internet.

19. The system of claim 12 wherein said transmittal of non-standardized extended data messages is provided through a graphical user interface.

20. The system of claim 12 wherein the basic standardized data, extended non-standardized data messages are integrated to the designated trading partners ERP/legacy system on a machine-to-machine basis.